

BARB MCDONALD

St Louis, MO | 805-708-9220 | barb.mcd8@gmail.com | barbmcdonald.design | [LinkedIn](#)

Chief Creative Officer

Talented, proactive, and creative leader who has led hundreds of photoshoots, designed thousands of collateral pieces, and directed production across four continents while empowering, coaching, and championing diverse teams. With a passion for human-centered design, inspires photography, art direction, and innovative design that drives consumer loyalty, brands, and commercial success.

Areas of Expertise

Strategic Planning	Budget Management	Data Analytics & Utilization
Problem Solving	Online Path to Purchase	Process Optimization
Brand Positioning	Design Trends Color Theory	Marketing Campaigns
Talent Development	International Production	Vendor Negotiation
Culture Building	Cross-Functional Leadership	Responsive Web Design

PROFESSIONAL EXPERIENCE

SOFT SURROUNDINGS - Saint Louis, Missouri

2012 - Present

Recruited to this omnichannel women's premium lifestyle retailer (apparel, home, beauty, accessories) with an e-commerce presence, 80 retail stores, and direct mail catalogs.

Vice President of Creative & Production (2020 - Present)

Senior Creative Director (2016 - 2020) | Creative Director (2012 - 2016)

Promoted to lead enterprise-wide creative and production for this omnichannel retailer. As a member of the executive leadership team reporting to the CEO, oversees a team of three direct reports and 20+ contractors across videography, print production, and studio design. Aligns stakeholders around the vision, values, customer trends, and design standards to inspire engagement, action, and prioritization, while coaching teams to better utilize forecast and trend data. Responsible for managing a \$4.5 million budget annually; consistently met/exceeded budget goals for the last 10+ years.

- Engages teams in seasonal creative strategic planning to conceptualize, optimize, and produce 700+ emails, hundreds of landing pages, and thousands of print pieces, including 20+ catalogs with distribution up to 150M households annually.
- Orchestrates website assets, wireframes, landing pages, and design, delivering improved dollar productivity per page (+33%) and conversion (+27%), despite declining onsite sessions (-18%) year-over-year.
- Leverages data to maximize sales and elevate brand preference; Increased sales for the top 30 products (+\$2M), Faux Suede (+178%), and dresses (38%) year-over-year.
- Directs photography and creative strategy for print catalog driving a 10% improvement in match-back demand year-over-year.
- Optimizes digital assets, supporting improved (+20%) return on ad spend (ROAS) year-over-year.
- Doubled budget efficiency leading to \$4.5M in cost avoidance and savings:
 - Negotiated contracts to identify shared cost savings and expand scope without increasing the budget (secured additional printed collateral, copacking shipments for stores, and 10,000 square feet in real estate space for set design and prop storage).
 - Overhauled photography production locations (to include four international destinations), guidelines, and approval processes, including calendarization and color-proofing, reducing costs by 50% with enhanced stakeholder review discipline.
 - Championed cost reduction initiative to develop team skillset, leading to companywide recognition for \$500K+ in catalog production savings (despite producing a prioritized mailer not included in the initial budget to deliver \$8M in incremental revenue).

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THE TERRITORY AHEAD & ISABELLA BIRD - Santa Barbara, California 2005 - 2011
Omnichannel men's and women's apparel retailer with an online web presence and 20 retail locations.

Portfolio Creative Director (2010 - 2011) | Creative Director (2005 - 2010)

Promoted to oversee a team of eight reports and several freelance teams to conceptualize, design, and produce catalogs, point-of-sale material, branding, website design, online promotions, design concepts, and photo shoot backgrounds. Responsibly stewarded a \$2.5M annual budget to consistently deliver high-quality creative within or under budget.

- Directed 20+ international photoshoots (Brazil, Germany, France, Italy, Portugal) during tenure with responsibility for on- and off-figure photo direction, layout production, and electronic files.
- Amplified and aligned brand voice across channels (web, retail stores, brand collateral, and outlets) by resourcefully reallocating the budget.

Early Career

HARRY & DAVID - Medford, Oregon | Senior Art Director (2005 - 2006)

Led photo direction of hard goods, food, beverages, and flowers for the five Jackson & Perkins stores. Oversaw a multi-disciplinary team of 11 to design, develop, and produce direct mail campaigns, point of sale material, brand positioning, and online creative. Credited with elevating photography to improve appetite appeal and consumer preference.

MONTEREY BAY CLOTHING CO. - Carlsbad, California | Creative Director (2004 - 2005)

Oversaw portfolio brand refresh, printed collateral, and digital campaigns (online promotions, email campaigns, landing pages) while leading a team of four in design and production for Monterey Bay Clothing Co., California Style & The Last Best Place.

COLDWATER CREEK - Sandpoint, Idaho | Senior Designer (1996 - 2004)

Managed design concepts, color-proofing, and production to create catalogs, POS collateral, annual reports, branding, and online marketing campaigns.

EDUCATION & PROFESSIONAL DEVELOPMENT

SAINT XAVIER UNIVERSITY - Chicago, Illinois

Bachelor of Art with a Graphic Design emphasis

- Received full tuition scholarship for volleyball & softball; Inducted into the SXU Athletics Hall of Fame.
- Awarded the Walter Byron Smith Scholarship to facilitate participation in concurrent design coursework at the SCHOOL OF THE ART INSTITUTE OF CHICAGO.
- Accepted into juried artwork show at the SCHOOL OF THE ART INSTITUTE OF CHICAGO.

Leadership Training

DISC Management (2020) | EQ Leadership (2021) | Advanced Leadership (2022).

Additional Skills & Programs

Systems: Mac & PC | Microsoft Office (Word, Excel, PowerPoint) | Google Suite (sheets, slides, docs).

Design: Illustration & Typography | Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat).

Printing: Web offset | Gravure | Color correction & separation | 1-4 color mechanicals | Letterpress.

Photography & Videography: Lifestyle brand campaigns | Hero-products & on-figure | Model selection |

Hard & Soft Consumer Goods (food, beverages, flowers, apparel, accessories, furniture, home, beauty).